



PHILIP MORRIS

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Dear Professor _____:

A scientific conference on the topic "The Motivational Mechanisms of Cigarette Smoking" is being planned by the Council for Tobacco Research. This letter is an invitation to you to participate in that conference. The purpose of the conference is to encourage the scientific community to address itself more diligently to the question underlying the pervasive practice of cigarette smoking; namely, "What is the nature of the gratification associated with the smoking of a cigarette?" Domestic cigarette consumption in 1969 was 9% higher than in 1960, and most recent sales figures suggest an upswing in consumption rates. How can we account for this remarkable intractableness of cigarette smoking in face of the resourceful anti-smoking campaigning that has characterized the decade of the sixties?

The plan is to call for original conceptual papers and the reporting of results of recent investigations for discussion before an assembly of life, behavioral and social scientists. Out of such proceedings and their publication might come the impetus for a renewed scientific attack upon a question that in recent years has not been accorded the priority that it rightfully merits; a question which must be answered if the phenomenon of smoking is to be viewed in a rational and realistic manner.

Sponsorship of such a project by the Council for Tobacco Research rests upon the conviction that the industry will benefit more from the results of an impartial, scholarly attack upon the question than from a continuation of the present state of inadequate knowledge.

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We have received a strong endorsement of the topic and agreement to participate in the conference from a number of key researchers, including Hans Selye from the University of Montreal, Paul Lazarsfeld of Columbia University, Larry Stein from Wyeth Laboratories, and Murray Jarvik from the Albert Einstein School of Medicine and Surgery. Convinced from this response that the proposal is sound, we are proceeding to invite an additional fifteen investigators who we feel could make a genuine contribution because of the relevance of their expertise to the problem and/or because their published work has revealed competent interest in the subject.

We have reserved accommodations at La Belle Creole Hotel on Saint Martin Island of the French Antilles for January 12-16, 1972. The Council for Tobacco Research will pay your expenses. Information about the conference site and a tentative conference program are enclosed.

We are looking forward to a stimulating and provocative conference. We hope you can join us. Please address your reply and inquiries to the committee chairman.

Sincerely yours,

William L. Dunn, Jr., Ph.D.
Conference Committee Chairman

Conference Committee:

William Bates, Ph.D.
Director of Research & Development
Liggett & Myers, Inc.

William L. Dunn, Jr., Ph.D.
Associate Principal Scientist
Philip Morris U.S.A.

Robert C. Hockett, Ph.D.
Associate Scientific Director
The Council for Tobacco Research

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